

Sales Bulletin

PURDUE

To: Prescription Sales Force

DISTRIBUTION LIST 8-1497 ATTACHMENTS (Printed 10/29/98)

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Number: 10

From: Russ Gasdia

Date: January 25, 1999

First Quarter Bonus Payouts OxyContin® and MS Contin®

As was announced at the National Meeting, effective with the first quarter 1999, MS Contin sales volume and growth as well as quota will be calculated at fifty cents (\$.50) for every one dollar (\$1.00). OxyContin sales volume and growth as well as quota will be calculated at one dollar and fifteen cents (\$1.15) for every one-dollar (\$1.00).

Early estimates indicate that the fourth quarter 1998 bonus payout will be another record payout. Remember, this record payout came at a time when we were utilizing a factor of \$.55 for every MS Contin dollar and \$1.15 for every OxyContin dollar. As we continue to drive more business toward OxyContin each of you will benefit significantly from the factoring of a \$1.15 for every \$1.00 of OxyContin.

As pointed out, your priority is to *Sell, Sell, Sell* OxyContin. While it is important to defend MS Contin within reason, do not waste your time defending against AB-generic erosion. However, you should make attempts to ensure that physicians who have patients currently on MS Contin write "DAW" on the prescription to insure that they get the branded MS Contin. Selling pieces are currently being developed to help you in this effort.

Remain focused on positioning OxyContin as the opioid to start with and stay with in chronic malignant and non-malignant pain states. In addition continue to aggressively position OxyContin for use in osteoarthritis, low back pain, post neupathic neuralgia and post surgical applications, where appropriate. Finally, continue to highlight the advantages of OxyContin, specifically for use in the elderly.

If you have any questions regarding the bonus calculations for the first quarter 1999, please contact your district manager.

Bonus1q99.doc

DEPOSITION
EXHIBIT

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CONFIDENTIAL - SUBJECT TO PROTECTIVE ORDER
IN COMMONWEALTH OF KENTUCKY, EX REL. JACK CONWAY, ATTORNEY GENERAL v. PURDUE
PHARMA L.P., ET AL., CIVIL ACTION NO. 07-CI-01303 (PIKE COUNTY CIRCUIT COURT)